academic scientific data is an abstraction. That means, that if ecological issues have to be solved by means of scientific knowledge and in the world of action – realm of cause and effect (not purposefulness or *causa sui*) – we have to find out and develop proper way of arguments that we use in discourse between environmentalists and corporations that pollute environment.

As a model, we suggest that collected scientific data must be *converted* into comprehensible knowledge for this 'world of action' (business, corporations). That is, first, it must appeal to universal publicity, not to particular men in position (since eco-issues, in their turn, cannot affect *only part* of nature). Second, the abstract data must be presented in the form of aesthetical arguments (visual, audible etc.) that are more comprehensible in the realm where cause and effect are primary and dominant forces.

The nature of environmental problems and the logic of discourse, we believe, request the kind of transition of the concept of *truth* to *beauty* on their way to implementation in this world of action, cause and effect, social and professional hierarchy.

However, eco-issues are always relational and thus, to solve them, we must not be limited only by those two concepts around which *feeling* (aesthetics) and *knowledge* (science) spin around. The third 'element' is *good* in the triad: truth – beauty – good. But the *good* is relational and in our model requires the proper conversion of science into aesthetics in the age of big data, globalization, and ephemeral digitalization.

POTENTIAL AND INTERNAL ECONOMIC RESERVES OF STATE UN-PROFITABLE COAL-MINING ENTERPRISES

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Purpose. The purpose of the article is to consider the possibility of regulating the economic reliability of coalmining enterprises from the point of view of identifying economic reserves of individual areas that impede improving the efficiency of the enterprise.

Methods. The background of the paper involves the provisions of the theory of features of optimization of coal mining enterprises dynamically. It is shown that the estimation of the possibility of the operation of coal-mining enterprises in the breakeven mode requires multicriteria optimization of the parameters of the enterprise, that is, the determination of their limit values, the achievement of which determines the necessary level and targeting of investments.

Findings. It is proved that the efficiency of the transition of a state coal-mining enterprise to break-even should be evaluated in the field of compromise built on

vector criteria. The answer to the question is which coal-mining enterprises should receive additional load depending on the level of economic reliability.

Originality. The article presents methodological approaches to the estimation of internal economic reserves of state-owned loss-making coal-mining enterprises with different levels of economic reliability. It is proved that the efficiency of the transition of a coal mining enterprise to break-even should be evaluated in the field of compromise built on vector criteria.

Practical implications. The results of the studies may be used in future research and practical developments in the sphere of formation of internal economic reserves in the context of coal mining enterprises.

Key words: coal mines, modeling, state support, cost, price

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